

**National Survey of  
Chiropractic Publications**  
December 2005

Conducted for  
***Dynamic Chiropractic***

## TABLE OF CONTENTS

Objectives.....	1
Methodology.....	2
Summary of Results .....	4
<b><i>Readership</i></b>	
Publications received.....	9
Frequency of reading each publication.....	10
Publications in which an ad has been seen for a product purchased in the past 12 months .....	11
Thoroughness of reading each publication.....	12
Preferred publication if only one could be read.....	13
Publication web sites visited .....	14
Publication web sites used to read an article online .....	15
<b><i>Internet Usage</i></b>	
Respondents with an e-mail address.....	16
Practices with web sites.....	16
Online purchases .....	17
Online purchases in the past 12 months .....	17
Online purchases for practice .....	18
Online purchases for practice in the past 12 months.....	18
Websites where online purchases were made.....	19
<b><i>Demographic Characteristics</i></b>	
Number of years as a practicing doctor of chiropractic.....	21
Age.....	22
Description of practice.....	23

## **Objectives**

***Dynamic Chiropractic*** commissioned **Research USA** to conduct a nationwide survey of doctors of chiropractic to determine which publications in their field they receive and read and which they prefer.

Some other areas studied included:

- Publications' web sites visited/used to read an article online
- Internet usage
- Number of years as a practicing doctor of chiropractic
- Age of respondents
- Type of practice

## Methodology

The names used for this survey were selected on an n<sup>th</sup> name basis from a list of doctors of chiropractic purchased by **Research USA** from infoUSA for a total of 1,000 names.

On November 17, 2005, all selected names were mailed an advance notice “alert” postcard, which informed them of the survey and asked for their participation.

On November 21, 2005, each selected name was mailed a two-page questionnaire, a cover letter from **Research USA**, a one-dollar incentive, and a stamped return envelope.

A follow-up mailing consisting of a questionnaire, cover letter, and a stamped return envelope was made to non-respondents on December 9, 2005.

No indication was given in any of the mailings to show for whom the survey was being conducted.

By December 21, 2005, 439 completed questionnaires had been returned:

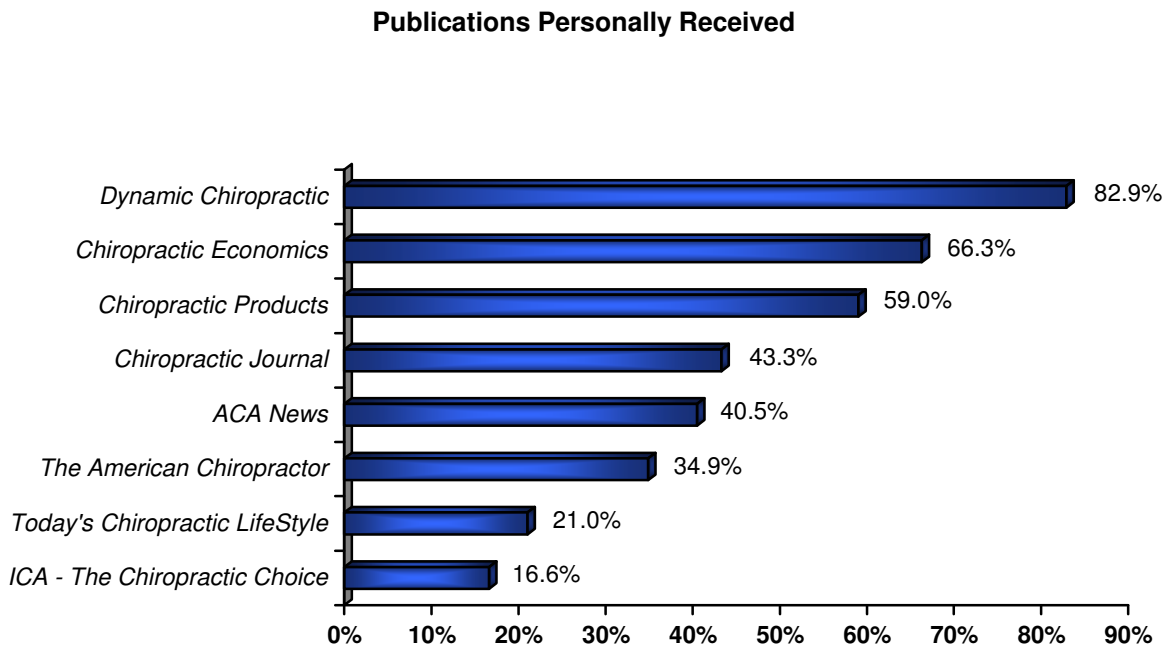
Questionnaires mailed		1,000
Returned:		
Undelivered	22	
Incomplete	5	
Too late for tabulation	<u>18</u>	<u>45</u>
Net effective mailing		955
Completed questionnaires returned		439
Percentage return		46.0%

The tables in this report are based on a computer tabulation of the 439 completed questionnaires.

Results are projectable within a range of  $\pm 4.8\%$  (with 95% confidence) for most of the tables that follow.

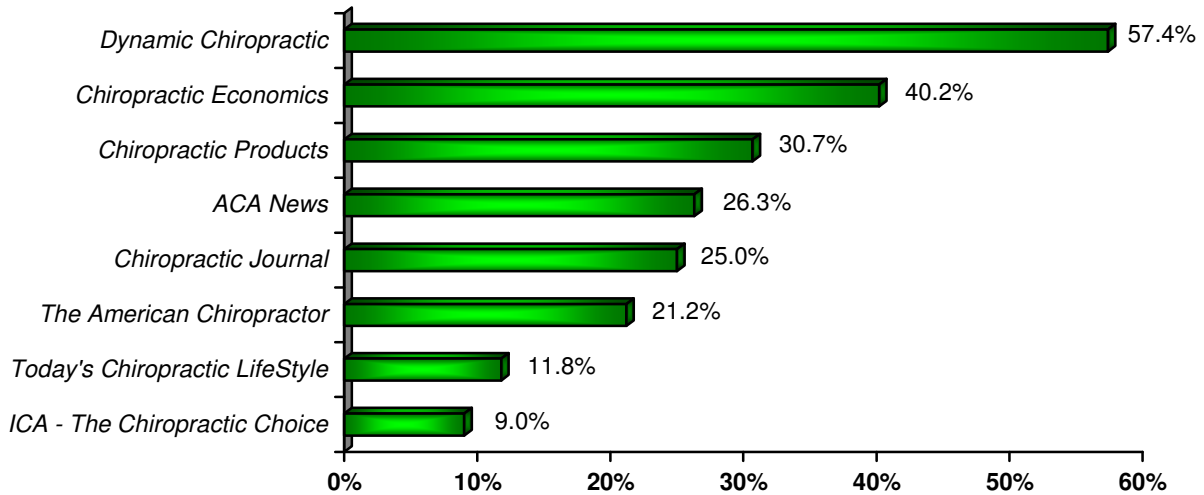
## Summary of Results

Of the eight publications studied, *Dynamic Chiropractic* is personally received by the largest number of respondents (82.9%). A majority also receive *Chiropractic Economics* (66.3%) and *Chiropractic Products* (59.0%). Less than one-half receive *Chiropractic Journal* (43.3%), *ACA News* (40.5%), *The American Chiropractor* (34.9%), *Today's Chiropractic LifeStyle* (21.0%) and *ICA – The Chiropractic Choice* (16.6%).



Over one-half of respondents (57.4%) are regular readers of *Dynamic Chiropractic* who have read at least three of the last four issues. Two-fifths are regular readers of *Chiropractic Economics* (40.2%) and smaller numbers regularly read the other six publications.

### Percentage Who Are Regular Readers

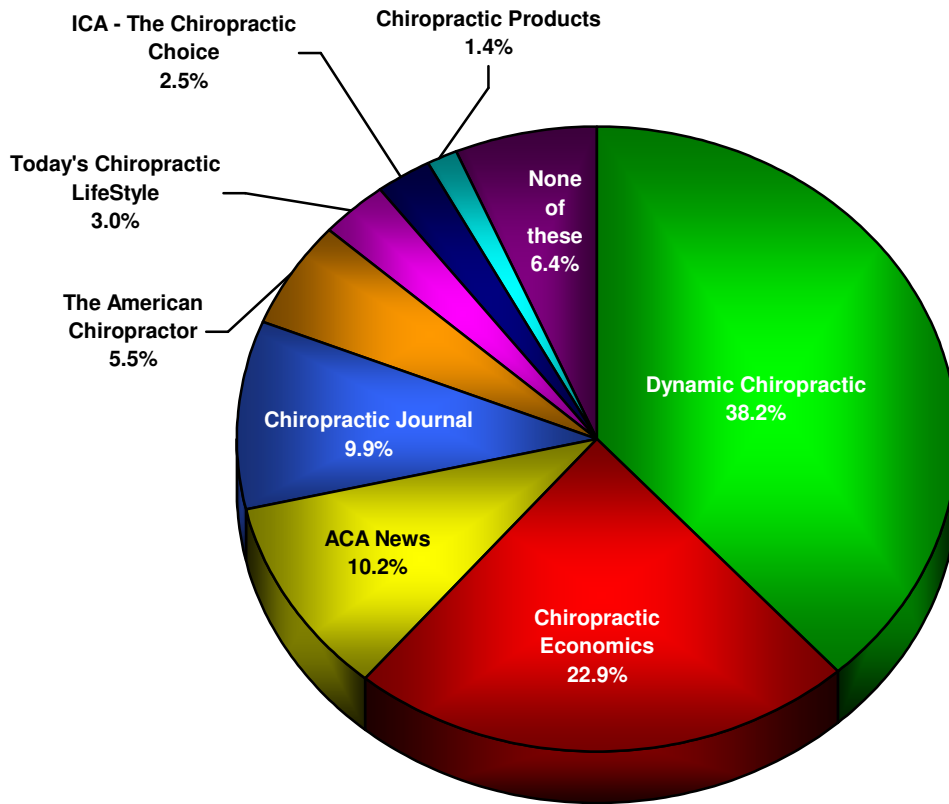


Nearly one-half of the doctors of chiropractic surveyed (48.7%) have seen an advertisement in one of these publications for a product or service that they have purchased in the past 12 months with the largest number having seen such an ad in *Dynamic Chiropractic* (31.4%), *Chiropractic Economics* (22.8%), and *Chiropractic Products* (20.0%).

A majority of all respondents (54.9%) are thorough readers of *Dynamic Chiropractic* who read half or more of a typical issue of the publication. Over one-third are thorough readers of *Chiropractic Economics* (36.8%), and the other six publications are read thoroughly by smaller numbers.

When asked to select a single publication if only one could be read, the largest number of readers (38.2%) chose *Dynamic Chiropractic*.

### Preferred Publication if Only One Could Be Read



More than one-fourth of respondents (27.8%) have visited *Dynamic Chiropractic's* web site in the past 12 months, while *Chiropractic Economics* and *ACA News* were both visited by 12.1%. No other publication's web site had been visited by more than 8%.

In the past 12 months, 15.9% have read an article on the *Dynamic Chiropractic* web site, while few respondents read an article on any of the other publications' web sites.



### **Internet Usage**

Nine out of ten of the doctors of chiropractic surveyed (90.8%) have an e-mail address.

Over one-third of their practices (36.9%) have their own web site.

More than four-fifths (83.1%) have ever purchased a product or service online with 94.9% of these respondents having made an online purchase in the past 12 months.

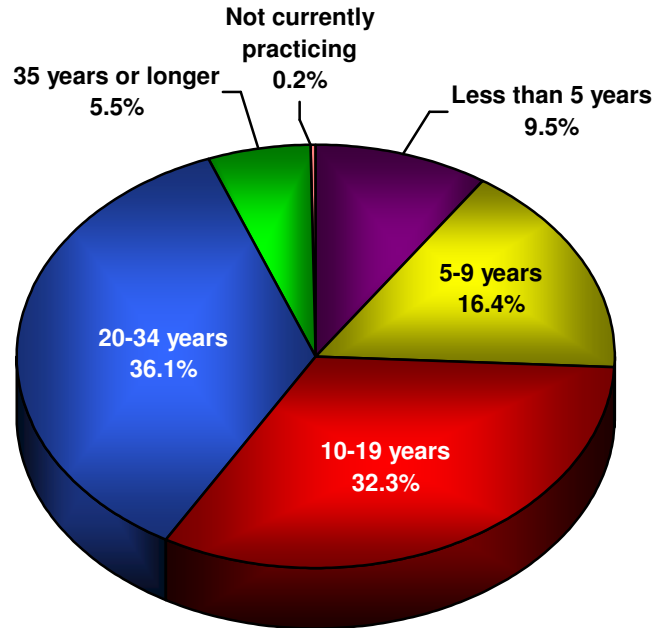


Two-thirds of those responding (65.9%) have made an online purchase for their practice with 91.8% of this group doing so within the past 12 months. Web sites most frequently used for these purchases were ebay.com, scrip-inc.com, staples.com, and medicalartspress.com.

### ***Demographic Characteristics***

Virtually all respondents (99.8%) are currently practicing doctors of chiropractic with the average length of time in practice being 18.3 years.

**Number of Years as a Practicing Doctor of Chiropractic**



The average age of all respondents is 46.3 years.

More than three fourths of those responding (78.9%) describe their practice as a Single D.C., 16.0% are a Multiple D.C. and 5.1% are Multidisciplinary.

1. Which of these publications do you receive personally addressed to you?

<i>Dynamic Chiropractic</i>	82.9%
<i>Chiropractic Economics</i>	66.3
<i>Chiropractic Products</i>	59.0
<i>Chiropractic Journal</i>	43.3
<i>ACA News</i>	40.5
<i>The American Chiropractor</i>	34.9
<i>Today's Chiropractic LifeStyle</i>	21.0
<i>ICA – The Chiropractic Choice</i>	16.6
Receive one or more	94.5%

Base: 439

2. How many of the last four issues of each publication have you read or looked into?

	<u>4 of 4</u>	<u>3 of 4</u>	<u>2 of 4</u>	<u>1 of 4</u>	<u>0 of 4</u>	<u>Total</u>	<u>Base</u>
<i>ACA News</i>	21.5%	4.8%	5.5%	5.8%	62.4%	100.0%	(433)
<i>The American Chiropractor</i>	15.0	6.2	6.0	3.7	69.1	100.0	(433)
<i>ICA – The Chiropractic Choice</i>	7.6	1.4	1.8	2.5	86.7	100.0	(436)
<i>Chiropractic Economics</i>	31.3	8.9	11.4	7.7	40.7	100.0	(428)
<i>Chiropractic Journal</i>	19.6	5.4	6.3	6.1	62.6	100.0	(429)
<i>Chiropractic Products</i>	22.5	8.2	9.9	8.7	50.7	100.0	(426)
<i>Dynamic Chiropractic</i>	45.9	11.5	10.6	6.8	25.2	100.0	(425)
<i>Today’s Chiropractic LifeStyle</i>	10.2	1.6	2.3	3.5	82.4	100.0	(430)

**Percentage Who Are Regular Readers (Read 3 or More of the Last 4 Issues)**

<i>Dynamic Chiropractic</i>	57.4%
<i>Chiropractic Economics</i>	40.2
<i>Chiropractic Products</i>	30.7
<i>ACA News</i>	26.3
<i>Chiropractic Journal</i>	25.0
<i>The American Chiropractor</i>	21.2
<i>Today’s Chiropractic LifeStyle</i>	11.8
<i>ICA – The Chiropractic Choice</i>	9.0

3. Please check each publication in which you have seen an advertisement for a product that you have purchased in the past 12 months.

<i>Dynamic Chiropractic</i>	31.4%
<i>Chiropractic Economics</i>	22.8
<i>Chiropractic Products</i>	20.0
<i>Chiropractic Journal</i>	9.1
<i>ACA News</i>	7.3
<i>The American Chiropractor</i>	6.6
<i>Today's Chiropractic LifeStyle</i>	2.5
<i>ICA – The Chiropractic Choice</i>	2.3
One or more	48.7%

Base: 439

4. How thoroughly do you read a typical issue of each publication?

	<b>Read entire issue</b>	<b>Read more than half</b>	<b>Read about half</b>	<b>Read less than half</b>	<b>Do not read it</b>	<b>Total</b>	<b>Base</b>
<i>ACA News</i>	8.6%	8.6%	8.1%	11.1%	63.6%	100.0%	(431)
<i>The American Chiropractor</i>	4.4	7.2	7.2	12.5	68.7	100.0	(431)
<i>ICA – The Chiropractic Choice</i>	2.5	2.8	4.4	3.4	86.9	100.0	(436)
<i>Chiropractic Economics</i>	9.9	14.9	12.0	21.2	42.0	100.0	(424)
<i>Chiropractic Journal</i>	6.1	8.0	10.2	11.6	64.1	100.0	(423)
<i>Chiropractic Products</i>	4.4	9.3	10.8	22.5	53.0	100.0	(409)
<i>Dynamic Chiropractic</i>	13.8	19.0	22.1	19.7	25.4	100.0	(421)
<i>Today’s Chiropractic LifeStyle</i>	2.8	3.7	6.0	4.6	82.9	100.0	(433)

**Percentage Who Are Thorough Readers (Read Half or More of Each Issue)**

<i>Dynamic Chiropractic</i>	54.9%
<i>Chiropractic Economics</i>	36.8
<i>Chiropractic Products</i>	24.5
<i>ACA News</i>	25.3
<i>Chiropractic Journal</i>	24.3
<i>The American Chiropractor</i>	18.8
<i>Today’s Chiropractic LifeStyle</i>	12.5
<i>ICA – The Chiropractic Choice</i>	9.7

5. If you could read only ONE of these publications, which ONE would you choose?

<i>Dynamic Chiropractic</i>	38.2%
<i>Chiropractic Economics</i>	22.9
<i>ACA News</i>	10.2
<i>Chiropractic Journal</i>	9.9
<i>The American Chiropractor</i>	5.5
<i>Today's Chiropractic LifeStyle</i>	3.0
<i>ICA – The Chiropractic Choice</i>	2.5
<i>Chiropractic Products</i>	1.4
None of these	<u>6.4</u>
	100.0%

Base: \*362

\*Based on those who receive two or more publications

6. Which of these publications' web sites have you visited in the past 12 months?

<i>Dynamic Chiropractic</i>	27.8%
<i>Chiropractic Economics</i>	12.1
<i>ACA News</i>	12.1
<i>Chiropractic Journal</i>	7.7
<i>ICA – The Chiropractic Choice</i>	3.4
<i>Chiropractic Products</i>	3.0
<i>The American Chiropractor</i>	2.3
<i>Today's Chiropractic LifeStyle</i>	1.8
One or more	39.6%

Base: 439



7. Which of these publications' web sites have you used to read an article online in the past 12 months?

<i>Dynamic Chiropractic</i>	15.9%
<i>Chiropractic Economics</i>	7.5
<i>ACA News</i>	6.8
<i>Chiropractic Journal</i>	3.9
<i>ICA – The Chiropractic Choice</i>	2.3
<i>Chiropractic Products</i>	1.8
<i>Today's Chiropractic LifeStyle</i>	1.6
<i>The American Chiropractor</i>	1.4
One or more	25.1%

Base: 439

**Internet Usage**

8. Do you have an e-mail address?

Yes	90.8%
No	<u>9.2</u>
	100.0%

Base: 436

9. Does your practice have its own web site?

Yes	36.9%
No	<u>63.1</u>
	100.0%

Base: 436

10. Have you ever purchased anything online?

Yes	83.1%
No	<u>16.9</u>
	100.0%

Base: 438

If “yes,” have you made an online purchase in the past 12 months?

Yes	94.9%
No	<u>5.1</u>
	100.0%

Base: 354

11. Have you ever purchased anything online for your practice?

Yes	65.9%
No	<u>34.1</u>
	100.0%

Base: 431

If “yes,” have you made an online purchase for your practice in the past 12 months?

Yes	91.8%
No	<u>8.2</u>
	100.0%

Base: 279

11. (Continued)

If “yes,” from which website(s) did you make your purchases?

ebay.com	16.8%
scrip-inc.com	10.5
staples.com	9.5
medicalartspress.com	8.4
amazon.com	6.3
chiroweb.com	5.3
korenpublications.com	4.2
standardprocess.com	4.2
meyerdist.com	3.2
officedepot.com	3.2
patientmedia.com	3.2
activator.com	2.1
idealspine.com	2.1
newegg.com	2.1
acumartusa.com	1.1
advocare.com	1.1
arbonne.com	1.1
barringtonequipment.com	1.1
bn.com	1.1
buy.com	1.1
cardiocheck.com	1.1
chinagel.com	1.1
chirocity.com	1.1
chirocode.com	1.1
chirocredit.com	1.1
chiromall.com	1.1
chiropractic.org	1.1
chiroproducts.com	1.1
chiropub.com	1.1
chirosmart.net	1.1
compusa.com	1.1
davincilabs.com	1.1
dell.com	1.1

11. (Continued)

Doctorsforyourhealth.com	1.1%
dynamicesentials.com	1.1
ecampus.com	1.1
footsmart.com	1.1
gaiam.com	1.1
half.com	1.1
hmimarketing.com	1.1
iama.edu	1.1
impacinc.net	1.1
leander.com	1.1
mercola.com	1.1
mooremedical.com	1.1
myovision.com	1.1
naturesunshine.com	1.1
nzmfg.com	1.1
officemax.com	1.1
optp.com	1.1
parkerproducts.com	1.1
performbetter.com	1.1
practicecentral.com	1.1
quill.com	1.1
southwestmedical.com	1.1
sportsspecific.com	1.1
synergy.com	1.1
thearmcompanies.com	1.1
thechiropracticchoice.com	1.1
thefamilypractice.com	1.1
tonerinstock.com	1.1
vitacost.com	1.1

Base: 95

**Demographic Characteristics**

12. How long have you been a practicing doctor of chiropractic?

Less than 1 year	.7%
1 – 4 years	8.8
5 – 9 years	16.4
10 – 14 years	17.1
15 – 19 years	15.2
20 – 34 years	36.1
35 years or longer	5.5
Not currently practicing	<u>.2</u>
	100.0%
Average	18.3 years

Base: 434

13. What is your age?

Under 25	.2%
25 – 34	13.5%
35 – 44	29.2
45 – 54	35.6
55 – 64	16.9
65 or over	<u>4.6</u>
	100.0%
Average	46.3 years
Median	46.8 years

Base: 431



14. How do you best describe your practice?

Single D.C.	78.9%
Multiple D.C.	16.0
Multidisciplinary	<u>5.1</u>
	100.0%

Base: 432